

RESOURCE DEVELOPMENT SPECIALIST

DISTINGUISHING FEATURES

The fundamental reason the Resource Development Specialist exists is to perform division-wide work in the planning and coordination of grants, donations and sponsorships, and volunteer recruitment/recognition efforts, and promotes public education about human service needs and services in the Human Services (social services) division of the Community Services Department. This classification is not supervisory. Work is performed under general supervision by the Human Services Director.

ESSENTIAL FUNCTIONS

Plans and coordinates marketing efforts for the Human Services division to promote awareness of needs and services.

Prepares and makes public presentations.

Develops newsletters, videos, cable shows, various brochures & promotional materials

Coordinates marketing efforts for the *Scottsdale Cares* program to increase donations and enhance public awareness

Prepares, submits and monitors grants to create new programs and enhance existing services

Works in collaboration with two Human Services non-profit Boards to maximize resources.

Cultivates partnerships with other non-profit organizations, local businesses, and social/civic groups

Coordinates social service efforts with the local faith community

Works with Human Services team and City-wide volunteer supervisors to coordinate volunteer recruitment and recognition efforts

Works closely with the City's Communications and Public Affairs Office to coordinate press releases, and media relations for all events, activities, programs, services, or accomplishments as needed.

Prepares various written detailed analytical reports; develops/monitors budget as appropriate.

Works with staff from all centers within the Human Services Division, across the Community Services Department, City staff outside the department, professionals outside the City, and local citizens. May assume additional responsibilities or projects outside of program area as required.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

Knowledge of community relations and marketing techniques.

Computer graphics

Survey methodology and analysis.

Social services provided by the community and the City.

Ability to:

Work with others in a team environment.

Work independently to accomplish assigned tasks.

Plan and monitor a budget.

Work well with others.

Negotiate funds or services with other agencies/organizations.

Comprehend and make inferences from written material and/or written instructions.

Produce quality written documents with clearly organized thoughts, using proper sentence construction, punctuation, and grammar.

Collect and analyze data in order to make recommendations in verbal and written form.

Make mathematical calculations and draw logical conclusions.

Demonstrate good communication skills (verbally and in writing).

Establish and maintain effective working relationships with professional colleagues, the general public, civic and special interest groups, local businesses, and fellow employees.

Operate a variety of standard office equipment and personal computer and related Microsoft and graphics software.

Education & Experience

Any combination of training, education and experience equivalent to a bachelor's degree in Public or Business Administration, Marketing, or a related field, and three years related experience.

Previous project management and/or public sector experience preferred.

FLSA Status: Exempt

HR Ordinance Status: Unclassified